

08 July 2015

The Quarto Group announces QuartoKnows.com

The Quarto Group is delighted to announce the launch of QuartoKnows.com, a new consumer facing site that showcases and promotes The Quarto Group's entire global publishing programme. The site allows consumers to discover more books in subjects they are interested in and presents books in ten subject areas each distinctly branded with a unique icon: Quarto Cooks, Quarto Homes, Quarto Drives, Quarto Kids, Quarto Lives (health & MBS), Quarto Plays (sport & games), Quarto Creates (art, craft & design), Quarto Thinks (culture), Quarto Explores (history, travel, science) and Quarto Gifts.

Each subject area has carefully curated recommendations, accompanying blogs full of rich content drawn from the books and focused social media accounts to drive consumer engagement. Direct to consumer sales will launch from 31st August in the USA and 30th September in the UK.

Marcus Leaver, CEO, The Quarto Group commented:

"What better way could there be to enable consumers to discover more books than to present them clearly in response to their interest and searches? We want to be able to connect our books and their authors directly with consumers in a way that is responsive to what they're searching for. We know that what draws people to our books is that they provide critical and dependable information about the subjects they're passionate about. With the enormous breadth of subjects about which we have real expertise, deep content reservoirs, and fantastic communities around our authors, it is clear that Quarto really does know. We're excited at the opportunity this gives us to engage consumers and develop deeper and lasting relationships and provide more meaning to the Quarto brand."

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About The Quarto Group:

The Quarto Group, Inc. (LSE: QRT) is the leading global illustrated book publisher and distribution group and is listed on the London Stock Exchange. Quarto employs about 400 talented and creative people in four distinct but complementary businesses -

Quarto International Co-Editions Group; Quarto Publishing Group USA; Quarto Publishing Group UK and Books & Gifts Direct, Australia & New Zealand.

The Group is well positioned in resilient segments of book publishing with rich reserves of Intellectual Property. Quarto is uniquely positioned for growth as the industry adapts to new means of marketing, sales and routes to market. The Group's headquarters are in London where the Company was founded in 1976.

www.quartoknows.com

#BeInTheKnow